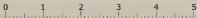




BEAUTY PRODUCTS
GUERLAIN

68, CHAMPS-ÉLYSÉES - PARIS

BEAUTY PARLOUR - 1st FLOOR - TÉL. ÉLY 31-10







GUERLAIN

PARIS

BEAUTY PRODUCTS

Strive to retain both youth and beauty.

Beauty means daily will power.

A woman remains lovely for as long as she wills it, if by her wisdom she lives in harmony with herself and the outer world.

To attain make-up perfection the skin needs to be scrupulously cleansed, nourished and toned up.

Having carefully scrutinized her face and determined the precise nature of each of its component parts :

texture beneath the eyes, centre line, cheeks, forehead, neck, etc.,
every woman

can enact her own prescription,
choose her particular beauty products,
follow our treatment guide,
blend her own make-up.

She can do this, if needs be, unaided by advice from our specialists, and make her own final selection from the range of products listed in this pamphlet.

TO CLEANSE

CLEANSING OIL

FOR DRY AND DELICATE SKINS

Pour a little oil into the palm of your hand ; with the free hand, work lightly into the face and neck until make-up is dissolved ; remove with cleansing tissues.

CLEANSING CREAM N° 1

FOR NORMAL AND SLIGHTLY DRY SKINS

Apply cleansing cream N° 1 over face and neck, massaging lightly to dissolve make-up. Remove with cleansing tissues.

CLEANSING CREAM N° 2

FOR NORMAL AND SLIGHTLY GREASY SKINS

Apply cream over face and neck massaging gently to dissolve make-up and all skin secretions.
This cream is removed like soap by using warm water.

CLEANSING LOTION

FOR VERY GREASY SKINS AND FOR SKINS INCLINED TO ACNE

Soak sterilized cotton wool in cleansing lotion, bothe face and neck thoroughly. Renew cotton wool until cleansing process is completed.

LAIT DE BEAUTÉ N° 1

FOR RAPID CLEANSING DURING THE COURSE OF THE DAY
OR AS POWDER BASE FOR YOUNG GIRLS

Soak sterilized cotton wool in Lait de Beauté N° 1.
Sponge face until thoroughly cleansed.
As foundation to make-up, apply lightly on the face and dry with cleansing tissues.

TO NOURISH

SKIN FOODS

USE

Work skinfood lightly into face and neck. Retain for 20 minutes to one hour. With cleansing tissues remove excess cream not absorbed by the skin.
All skin foods are used in the same manner.

SKIN FOOD N° 1

CREMALIMENT N° 1

For nourishment of youthful, delicate and greasy skins.

SKIN FOOD N° 2

CREMALIMENT N° 2

For nourishment of normal and dry skins. The ideal cream for massage.

SKIN FOOD N° 3

CREMALIMENT N° 3

A particularly nourishing cream for abnormally dry and lined skins.

SUPER-NOURISHING CREAM

A rejuvenating cream, tones up the tissues, prevents wrinkles and restores smoothness to the skin.

CIRCULATION CREAM

This very nourishing cream stimulates circulation; particularly active in cases of rosacea or lethargy of the skin.
Use in the same way as a skin food (cremaliment).

TO SOOTHE - TO TONE UP TO STRENGTHEN

LOTIONS

USE

Once the skin is nourished and all creams thoroughly removed, soak sterilized cotton wool in water (preferably softened), squeeze dry, add lotion sparingly and bathe face and neck.

SOOTHING LOTION

For very sensitive, chafed or blotchy skins.
A particularly soothing lotion, relieves all irritation.

TONIC LOTION

A light tonic for dry, delicate and youthful skins. Preserves firm contours and stimulates circulation.

ASTRINGENT LOTION No 2

A mildly astringent lotion for normal or slightly greasy skins. Contracts the pores, stimulates circulation, prevents slackening of the muscles.

ASTRINGENT LOTION No 3

Astringent and antiseptic, remarkably stimulating, effective on greasy skins, relaxed muscles and pimples. Counteracts double chin and general tendency to sagging.

ETHEREAL LOTION

For use on very greasy skins. Counteracts flow of secretions; antiseptic.

EYE LOTION

For tired or inflamed eyes; relieves congestion.

USE

- 1° One or two drops into each eye;
- 2° Bathe the eyes, using an eye glass;
- 3° Apply compresses of lotion over the eyes and relax for ten minutes.

Is equally effective in cases of rosacea.

Cover entire face with compress dipped in lotion.



MAKE-UP

DAY CREAMS

USE

Dab day cream lightly on the face, smooth by gentle massage and wipe with cleansing tissue to ensure an even finish.

DAY CREAM No 1

FOR NORMAL OR SLIGHTLY GREASY SKINS

DAY CREAM No 2

FOR DRY SKINS

DAY CREAM No 4

FOR SKINS OF VERY FRAGILE TEXTURE AND ALSO FOR GREASY SKINS

Day creams are produced in the following shades :
rachel, naturel, light amber, dark amber, light copper,
dark copper, rose tan, golden tan, white.

CREME SECRET DE BONNE FEMME

FOR EVERY TYPE OF SKIN, INCLUDING THOSE OF VERY FRAGILE TEXTURE

| White.

OUTDOOR CREAM

A SOOTHING CREAM, TO USE BEFORE A PROLONGED STAY IN THE OPEN.

| Produced in the following shades : light, dark, medium.

SPECIAL CREAMS

"SPORT" CREAM

A soothing cream. Should be used after outdoor exercise or any prolonged stay in the open ; also in cases of irritation of the skin. Can also be used as powder base. Smooth over face and neck and do not remove for one full hour. In cases of extreme irritation, allow cream to stay on throughout the night.

SPECIAL CREAM No 1

For nourishment of greasy or sensitive skins ; very soothing to all irritations.

Apply over face and neck or on all parts affected. Leave on for twenty minutes to one hour. In extreme cases, allow cream to remain throughout the night.

SPECIAL CREAM No 2

This cream is used in the treatment of blackheads, enlarged pores and pimples. Work the special cream deeply into the enlarged pores, blackheads or pimples ; allow to remain for twenty minutes to one hour or in acute cases throughout the night.

EYE CREAM

Smooths and prevents wrinkles under the eyes. Apply cream under the eyes and over crowsfeet. Never dab under the eyes. To allow cream to act as a skin food, leave on for twenty minutes to one hour and again throughout the night.

MUSCLE OIL

Smooths and prevents wrinkles and crowsfeet. Apply oil carefully over crowsfeet, furrows on forehead, lines round the mouth and neck. Retain for twenty minutes to one hour. For treatment of lines on the forehead, lines round the mouth, and wrinkled neck, apply a light compress of Astringent lotion N° 3 over the oil film.

FOUNDATION AND LOTION MAT FINISH

FOUNDATION

Foundation in solid form for evening and stage make-up. Can be used on every type of skin.

First apply a small film of Lait de Beauté or Secret de Bonne Femme, then using a damp sponge, massage the foundation lightly and evenly into face, neck, shoulders, and arms.

Made in the following shades : light amber, dark copper, golden tan.

LOTION MAT FINISH

A liquid foundation for evening and stage make-up. Shake bottle well to blend liquid and powder ; pour a small quantity of the mixture on sterilized cotton wool, open out the wad and massage lightly and evenly into face, neck, shoulders and arms.

Made in the following shades : Rachel, natural, light amber, dark amber, light copper, dark copper.

SUN TAN MAKE-UP

PROTECTIVE OIL

FOR COMPLEXIONS ALLERGIC TO SUNRAYS

- | Apply oil on face and body before exposure to the sun.

SUN TAN OIL

- | This oil ensures an even tan.
| Apply oil on face and body before exposure to the sun.

PROTECTIVE CREAM

A GUARD AGAINST SUNBURN AND FRECKLES

- | This cream is sunproof, and acts as a screen to sunrays.
| Used in the same way as an ordinary day cream.
| Made in the following shades: light amber, dark amber,
| dark copper, light copper, rose tan.

GOLDEN COMPLEXION N° 1

TEINT DORÉ N° 1

- | Ensures a light artificial tan.
| Dip sterilized cotton wool in liquid and work evenly into
| face, arms, and legs.

GOLDEN COMPLEXION N° 2

TEINT DORÉ N° 2

- | An artificial sun-tan darker than Teint Doré N° 1.
| Use in a similar manner.

GUERLAIN'S LEG MAKE-UP

- | An artificial sun-tan for the legs.
| Moisten a sponge, add make-up and massage evenly
| into the legs.

COLOURS IN MAKE-UP

CREAM ROUGE FOR THE FACE

ROSE DU MOULIN

For brunettes, Raspberry, Caraïbe, Médium, Cattleya, Soleil Levant, Zinnia. For Blondes, Rose Camelia, Sweet Pea, Hyacinth.

SCARLET (for the handbag)

Dark, Raspberry, Caraïbe, Médium, Cattleya, Soleil Levant, Zinnia, Light, Rose Camelia, Sweet Pea, Hyacinth, Rose de Nuée.

USE

Smear a very small quantity of rouge on to the palm of one hand ; smooth evenly and dab lightly on the face.

POWDERED ROUGE GAIMINOIS

Enlivens make-up during the course of the day. Produced in the same shades as Rouge Scarlet.

EYE SHADOW

Match your eye shadow to the small vein on the side of the nose nearest the eye. Only the arched part of the eyelid should be made up with fancy shadow. For eyelid beneath the lashes, use chestnut or tan or dark chestnut according to natural colouring of eyelid.

The most natural eye shadows are : grey, light green, light blue, lavender. Sea-green shadow adds lustre to the eyes for evening make-up.

Shaded green and shaded purple, blue purple for subjects with naturally dark eyelids.

MASCARA

Guerlain's does not sting the eyes; it promotes growth of the lashes, and adds lustre to the eyes.

Light blue or blue for blue eyes.

Black or purple for brunettes or raven heads.

Dark chestnut or light chestnut according to colour of hair.

Green for the green eyed and for redheads.

LIPSTICK FACE POWDER

LIPSTICKS

Red rose, Dark, Caraïbe, Crimson, Raspberry, Aiglon, Médium, Cottleys, Zinnio, Light, Rose Camellia, Hyacinth, Iris.

FACE POWDER "VISAGE DE NUÉE"

Very fine; clinging.

ROSE

Soleil Levant, Rose Thé, Flamant Rose, Maracaine.

AMBER

Pluie d'Été, Plein Midi, Tropiques, Soleil Levant.

GOLD

Scandinave, Parisienne, Ajancs d'Or, Créole.

FACE POWDER SHALIMAR

Very clinging.

ROSE-PINK

Rasée, Rachel rasée, Ibis, Terre de Sienne.

AMBER

Ambre clair, Ambre foncé, Tropicale, Rachel.

GOLD

Naturelle, Rose dorée, Ocre dorée, Brune.

THE CARE OF THE NAILS

NAIL LACQUER

Red rose, Raspberry, Crimson, Fuchsia, Cattleys, Aiglon, Rose de Nuée, Zinnia, Rose Camelia, Hyacinth, Iris, Sweet pea, Naturoil.

BASE

Isolates the nail and helps lacquer to adhere.

FIXATIVE

Gives shine to lacquer and avoids hardening.

CARE OF NAILS AND THEIR MAKE-UP

NAIL-OIL "ROSAT" nourishes and protects nail surface.

LACQUER REMOVER

Dissolves lacquer entirely. Not drying to the nails.

TOILET SOAP EAU DE COLOGNE TOILET WATER

TOILET SOAP GUERLAIN'S SAPOCETI

For soft-as-satin smoothness.

In perfumes such as : Fleurs des Alpes, Iris, Jicky, Geranium, Jasmin, Amandes, Gardénio, Lavender.

EAU DE COLOGNE

PERFUMED EAU DE COLOGNE, scented in Sholimar, Fleur de Feu, Mitsouko, l'Heure Bleue, Jicky, Cachet Jaune, Vol de Nuit.

IMPERIAL EAU DE COLOGNE first created for Empress Eugénie, slight lemon fragrance.

SUPREME EAU DE COLOGNE, Amber.

EAU DE COLOGNE "COQ", strong lemon fragrance.

TOILET WATERS

For use as a rub-down, or as a light perfume; scented with Guerlain's best perfumes.

SCENTED TALCUM POWDER

Following an energetic rub-down with Guerlain's Toilet water or Eau de Cologne, sprinkle body with Talcum powder scented with our best perfumes.

CARE OF THE HAIR

EAU DE QUININE strengthening to the scalp.

EAU LUSTRALE helps setting of the hair.

LOTION VEGETALE gives hair a delicate fragrance.

STILBOIDE, liquid Brilliantine, gives the hair an unequalled sheen without impairing its resilience.



BEAUTY TREATMENTS

BEAUTY TREATMENT FOR VERY GREASY AND SENSITIVE SKINS

TO CLEANSE

- | Cleansing lotion or cleansing cream N° 2.

TO NOURISH

- | Special cream N° 1 and special cream N° 2 for acne.
Under the eyes : eye cream.

TO STRENGTHEN

- | Astringent lotion N° 3 or ethereal lotion or soothing lotion for very greasy and sensitive skins.

FOR THE EYES

- | Eye lotion.

FOUNDATION

- | Lotion (Mat finish), crème Secret de Bonne Femme, or day cream N° 4.

BEAUTY TREATMENT FOR DRY AND SENSITIVE SKINS

TO CLEANSE

- | Cleansing oil. For rapid cleansing : Lait de Beauté (for skins free of irritation).

TO NOURISH

- | Skin food N° 2 (for juvenile dry skins) or skin food N° 3 (for strained skins).
If epidermis has never been nourished : Begin with skin food N° 1 and afterwards use skin food N° 2.
Under the eyes : eye cream.

BEAUTY TREATMENT FOR GREASY SKINS

TO CLEANSE

- | Cleansing cream N° 2. Rapid cleansing : Lait de Beauté.

TO NOURISH

- | Skin food N° 1 (face and neck). Eye cream (under the eyes).

TO STRENGTHEN

- | Astringent lotion N° 2

FOR THE EYES

- | Eye lotion.

FOUNDATION

- | Lotion (Not finish), day cream N° 1 or N° 4.

BEAUTY TREATMENT FOR JUVENILE SKINS

TO CLEANSE

- | Cleansing oil. For rapid cleansing : Lait de Beauté.

TO NOURISH

- | Skin food N° 1

TO STRENGTHEN

- | Tonic lotion.

FOUNDATION

- | Apply make-up directly after Lait de Beauté or day cream N° 1 (normal skin), day cream N° 2 (dry tendency).

BEAUTY TREATMENT FOR NORMAL SKINS

TO CLEANSE

Cleansing cream N° 1. Rapid cleansing : *Leit de Beauté*.

TO NOURISH

Skin food N° 2 (face and neck). Eye cream (under the eyes).

TO STRENGTHEN

Tonic lotion (dry tendency). Astringent lotion N° 2 (greasy tendency).

FOR THE EYES

Eye lotion.

FOUNDATION

Lotion (Mat finish) or day cream N° 1 ou N° 4 (greasy tendency) or N° 2 (slightly dry).



